

The Age of Electronic Graphics
Has ARRIVED!



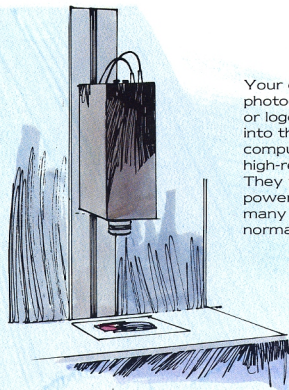
METACOLOR

computer-enhanced graphics

You Direct the Dozens of Design

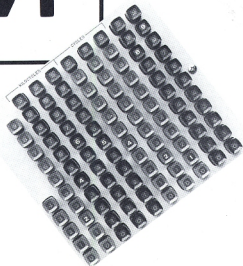
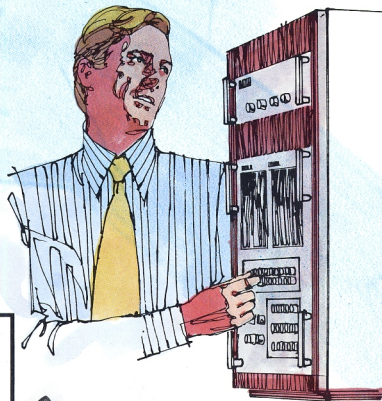
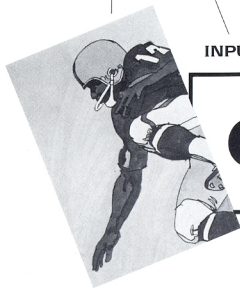
At the METACOLOR Studio, you direct the design of brochures and report covers; effective text and graph slides; dynamic

Your existing artwork — photographs, illustrations, type or logos — will be introduced into the METACOLOR computer system through a high-resolution video camera. They will be transformed into powerful graphic designs with many times the impact of a normal image.



INPUT

cv
i



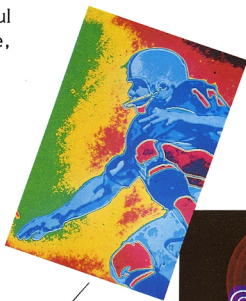
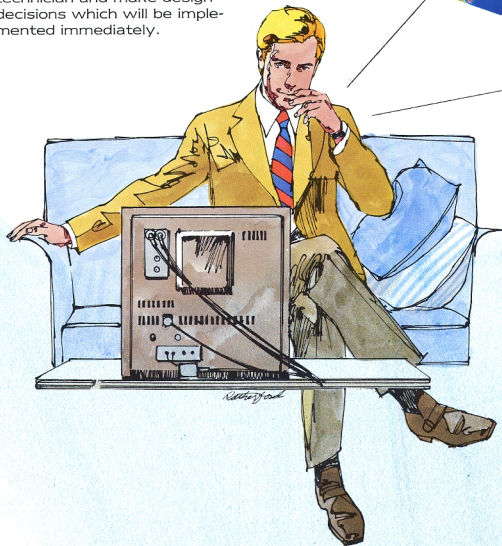
Original artwork can be: B&W prints, color prints, slides, drawings, half-tones, woodcuts, titles, logos, 16mm film, videotape or small three-dimensional objects.

e Creation of Options in Minutes

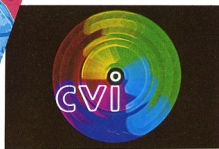
will direct the creation of powerful
ative advertisements; unusual title,
films and television commercials.

You — or your art director —
will sit comfortably in front of a
color video monitor and view
literally hundreds of design
options each hour.

You will direct a skilled artist/
technician and make design
decisions which will be imple-
mented immediately.



OUTPUT



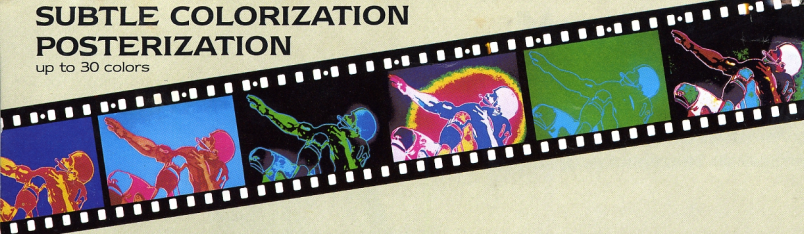
The most effective images and
sequences will be captured on
slides, 16mm film or videotape.

You will receive most
METACOLOR artwork within
24 hours.

Your costs will be based on
reasonable hourly rates.

SUBTLE COLORIZATION POSTERIZATION

up to 30 colors



TYPOGRAPHIC ENHANCEMENT

animation • zooms • more



METACOLOR'S total creative services include: concept, design, artwork preparation, typesetting, layout, mechanical and production supervision. Also offering 3M Architectural Paintings.

Clients include: Atari, Bank of America, Chevron USA, IBM, Kaiser Aerospace, Pacific Telephone.

FOR MORE INFORMATION/OR TO TAKE ADVANTAGE OF OUR SPECIAL INTRODUCTORY OFFER,

CALL ERIC MOREY AT 415/421-7098

OR MAIL THIS FORM TO: METACOLOR, 855 Sansome St., San Francisco, California 94111

Name, Title _____

Company _____

Street _____

City, State, Zip _____

Phone _____ / _____

Or simply send your business card

Credits: Printing — Peter Wells Press;
Color Separations — Colorscan;
Typesetting — Spectra Graphics;
Paper — Shasta Gloss, Simpson Paper Co.
and Seaboard Paper Co.;
Keyboard Photograph — Earl Wood;
747 Photograph — courtesy of
McLaren Steinhauer;
Illustration by John Rutherford;
Design by John Hardgrove,
The Design Bunch.

METACOLOR is a subsidiary of Metachrome Color Corporation

TYPE AND LOGO ANIMATION EFFECTS: SINGLE SLIDE

CLASSIC TYPE AND LOGO ANIMATION



Vibration



Quarter-circle sweep



Multi-outline

BAROQUE TYPE AND LOGO ANIMATION



Half-circle Sweep



Full-circle Sweep



Starburst



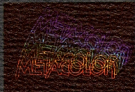
Neon



Mirror



Floating Outline, w/o Zoom



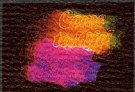
Floating Outline, with Zoom



ZOOMS



CUSTOM TECHNIQUES



Logo animation effects can be created in ANY colors, and many other styles.

Posterizations can be produced in 2 to 20 colors from prints, slides, or illustrations.

Turnaround time: 48 hours

Rates & artwork specs: see METACOLOR rate sheets



METACOLOR

ELECTRONIC GRAPHICS
FOR PRINTED, PROJECTED
AND TELEVISED APPLICATIONS

WHAT IF you could posterize a black and white or color photograph using any number of colors from two to thirty, and view the completed posterization in a few seconds?

WHAT IF you could convert a simple Letraset or typeset title layout into a beautiful multicolored title slide — in about 30 seconds?

WHAT IF you could begin with a rough pencil or magic marker sketch and quickly transform that into a powerful graphic image for use in a printed promotional piece or book cover?

WHAT IF you could generate incredible motion sequences from still or moving images for audio-visual or video programs?

At **METACOLOR** Graphics, these services are available — Today.

855 SANSOME STREET

SAN FRANCISCO, CA 94111

415/421-7098

PROCEDURE

METACOLOR is an electronic process which can colorize, posterize, or solarize any photographic or graphic image, using colors from the most saturated primaries to the subtlest earth tones and pastels. Your original image — which can be as small as a 35 mm color slide or as large as a 16 by 20 graphic rendering or even fed in by video tape — will be transformed in a unique, powerful color image with many times the impact of a normal image. The result appears instantly on a video monitor so you can be present to provide feedback and suggest changes which are implemented immediately.

In one hour, it is feasible to generate literally hundreds of color design variations and to reproduce dozens of these on slide film or on video tape. **METACOLOR** is a realtime process. It represents the state of the art in graphic and photographic image enhancement.

In practice, your image is placed under a black and white television camera or fed in by a VTR unit. The video signal is analyzed by a computer which measures the tonal value of every point in the image. These tones are then divided into distinct segments, and colors are programmed into each segment. From two to thirty such grey scale segments can be used, with a color assigned to each. Since colors are mixed independently, they can be literally any color in the spectrum. The **METACOLOR** enhancement of your image is displayed on a color television screen so you can immediately see and study it, suggest changes if you wish, and then ask to have it captured on film or tape for use or further review. This is a very efficient, very creative way to work, and it takes place in the relaxed, comfortable environment of our studio. If necessary, you can also instruct us by letter or phone, and we can colorize your images without you being present. In that case, we would provide you with alternative renderings from which to choose.

1. **POSTERIZATION** of any photographic image with total control over choice and placement of color, and the ability to pre-visualize the final result.
2. **COLOR EXPERIMENTATION** at electronic speeds and at low cost for logo, package, and textile design, and for client presentations.
3. **INCREDIBLE MOTION** and dissolve sequences for slides and video.
4. **TYPOGRAPHIC ENHANCEMENT** capabilities which are truly unique.
5. **SEPARATIONS** in two and three colors from four-color artwork.
6. **COLORIZATION** of illustrations, such as sketches, renderings, and line art.
7. **CREATION** of dramatic background forms for line art, titles, and logos.
8. **SEPIA TONE**, duo-tone, and tri-tone effects.

LIMITATIONS

Basically, **METACOLOR** is limited to the tonal qualities of your original image. Wherever one tone falls in the original, it will become the same color, as the system cannot disassociate one area of grey value from another area of the same grey value.

Any image can be colorized, but those work better which have good contrast, wide tonal range, and strong formal or graphic qualities.

Although we use a video system, we have been able to minimize the scan lines that are visible in an image. They are hardly evident, even on projected slides and large prints. But they are present and this should be understood.

Very thin lines can be distorted or lost by the system. Type should be at least 36 pt. on an 8 by 10 layout or comparable relative point size on smaller layouts.